

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:

receiving, at a connection provider computer system from a seller's computer system, information describing one or more items for sale by the seller, the connection provider computer system being operated by a connection provider;

developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items;

facilitating, using the connection provider computer system, a sale of the one or more items through the one or more selected online sales channels based on the pricing and listing strategy;

determining, using the connection provider computer system and from among multiple, different levels of service, a level of service selected by the seller, the multiple, different levels of service including a first level of service in which the connection provider allows the seller to fulfill orders through the seller's own fulfillment centers and a second level of service in which the connection provider fulfills orders for the seller through one or more tailored fulfillment centers;

in response to a determination that the level of service selected by the seller is the first level of service in which the connection provider allows the seller to fulfill orders through the seller's own fulfillment centers, enabling the seller to arrange for fulfillment of sold items;

in response to a determination that the level of service selected by the seller is the second level of service in which the connection provider fulfills orders for the seller through one or more tailored fulfillment centers:

determining, using the connection provider computer system, parameters related to preparation activities needed to ready the one or more items for fulfillment of a sale and storage and handling requirements indicating characteristics that a fulfillment center needs to possess in order to properly store and handle the one or more items, the determined parameters being different than the information describing the one or more items for sale by the seller and being determined without the seller providing parameter information for the one or more items being sold;

using the connection provider computer system to select, from among multiple potential fulfillment centers based on the determined parameters related to preparation activities and storage and handling requirements, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items; and

facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items,

wherein the ~~connection provider computer system is operated by a~~ connection provider that is a separate legal entity from the seller and from entities operating the multiple potential online sales channels, and

wherein the connection provider services multiple, different sellers and facilitates fulfillment of items from multiple, different sellers through the one or more selected fulfillment centers.

2. - 6. (Cancelled)

7. (Previously Presented) The method of claim 1 wherein facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one

or more items comprises tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

8. (Previously Presented) The method of claim 1 wherein facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises (i) performing preparation activities in connection with fulfilling orders for the items and (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

9. (Previously Presented) The method of claim 1 wherein facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises an activity other than (i) performing preparation activities in connection with fulfilling orders for the items or (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

10. (Original) The method of claim 1 wherein the connection provider comprises a non-title-taking intermediary that coordinates fulfillment of the sold items.

11. (Original) The method of claim 1 wherein facilitating a sale of the items includes providing customer service on behalf of one or more sellers.

12. (Original) The method of claim 11 wherein facilitating a sale of the items further comprises:

- providing billing services; and
- providing collection services.

13. (Original) The method of claim 12 wherein facilitating a sale of the items further comprises:

providing online auction capabilities;
providing listing tools; and
monitoring a progress of the selling performance of the items.

14. (Cancelled)

15. (Original) The method of claim 11 wherein facilitating a sale of the items further comprises:

developing a selling strategy for the items being sold;
managing orders and transportation of the items being sold; and
managing inventory for the items being sold.

16. - 37. (Cancelled)

38. (Currently Amended) A device comprising:
an interface configured to receive, from a seller's computer system, information
describing one or more items for sale by the seller; and
a processor configured to:

develop, based on the information describing the one or more items for sale by the
seller, a pricing and listing strategy for selling the one or more items on one or more
online sales channels selected, from among multiple potential online sales channels, as
being appropriate for selling the one or more items;

facilitate a sale of the one or more items through the one or more selected online
sales channels based on the pricing and listing strategy;

determine, from among multiple, different levels of service, a level of service
selected by the seller, the multiple, different levels of service including a first level of
service in which a connection provider allows the seller to fulfill orders through the
seller's own fulfillment centers and a second level of service in which the connection
provider fulfills orders for the seller through one or more tailored fulfillment centers;

in response to a determination that the level of service selected by the seller is the first level of service in which the connection provider allows the seller to fulfill orders through the seller's own fulfillment centers, enable the seller to arrange for fulfillment of sold items;

in response to a determination that the level of service selected by the seller is the second level of service in which the connection provider fulfills orders for the seller through one or more tailored fulfillment centers;

determine parameters related to preparation activities needed to ready the one or more items for fulfillment of a sale and storage and handling requirements indicating characteristics that a fulfillment center needs to possess in order to properly store and handle the one or more items, the determined parameters being different than the information describing the one or more items for sale by the seller and being determined without the seller providing parameter information for the one or more items being sold;

select, from among multiple potential fulfillment centers based on the determined parameters related to preparation activities and storage and handling requirements, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items; and

facilitate fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items,

wherein the device is operated by a connection provider that is a separate legal entity from the seller and from entities operating the multiple potential online sales channels, and

wherein the connection provider services multiple, different sellers and facilitates fulfillment of items from multiple, different sellers through the one or more selected fulfillment centers.

39. (Previously Presented) The device of claim 38 wherein the processor is configured to facilitate fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more

items by tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

40. (Previously Presented) The device of claim 38 wherein the processor is configured to facilitate fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items by (i) performing preparation activities in connection with fulfilling orders for the items and (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

41. (Previously Presented) The device of claim 38 wherein the processor is configured to facilitate fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items by performing an activity other than (i) performing preparation activities in connection with fulfilling orders for the items or (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

42. (Previously Presented) The device of claim 38 wherein the connection provider comprises a non-title-taking intermediary that coordinates fulfillment of the sold items.

43. (Previously Presented) The device of claim 38 wherein the processor is configured to facilitate a sale of the items by providing customer service on behalf of one or more sellers.

44. (Previously Presented) The device of claim 43 wherein the processor is further configured to:

- provide billing services; and
- provide collection services.

45. (Previously Presented) The device of claim 44 wherein the processor is further configured to:

- provide online auction capabilities;
- provide listing tools; and
- monitor a progress of the selling performance of the items.

46. (Previously Presented) The device of claim 43 wherein the processor is configured to:

- develop a selling strategy for the items being sold;
- manage orders and transportation of the items being sold; and
- manage inventory for the items being sold.

47. (Currently Amended) A computer storage medium encoded with a computer program, the program comprising instructions that when executed by data processing apparatus cause the data processing apparatus to perform operations comprising:

- receiving, at a connection provider computer system from a seller's computer system, information describing one or more items for sale by the seller, the connection provider computer system being operated by a connection provider;

- developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items;

- facilitating, using the connection provider computer system, a sale of the one or more items through the one or more selected online sales channels based on the pricing and listing strategy;

- determining, using the connection provider computer system and from among multiple, different levels of service, a level of service selected by the seller, the multiple, different levels of service including a first level of service in which the connection provider allows the seller to fulfill orders through the seller's own fulfillment centers and a second level of service in which

the connection provider fulfills orders for the seller through one or more tailored fulfillment centers;

in response to a determination that the level of service selected by the seller is the first level of service in which the connection provider allows the seller to fulfill orders through the seller's own fulfillment centers, enabling the seller to arrange for fulfillment of sold items;

in response to a determination that the level of service selected by the seller is the second level of service in which the connection provider fulfills orders for the seller through one or more tailored fulfillment centers;

determining, using the connection provider computer system, parameters related to preparation activities needed to ready the one or more items for fulfillment of a sale and storage and handling requirements indicating characteristics that a fulfillment center needs to possess in order to properly store and handle the one or more items, the determined parameters being different than the information describing the one or more items for sale by the seller and being determined without the seller providing parameter information for the one or more items being sold;

using the connection provider computer system to select, from among multiple potential fulfillment centers based on the determined parameters related to preparation activities and storage and handling requirements, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items; and

facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items,

wherein the connection provider computer system is operated by a connection provider that is a separate legal entity from the seller and from entities operating the multiple potential online sales channels, and

wherein the connection provider services multiple, different sellers and facilitates fulfillment of items from multiple, different sellers through the one or more selected fulfillment centers.